



University of  
NORTH ALABAMA  
FOUNDATION

**MINUTES  
DEVELOPMENT COMMITTEE  
UNA FOUNDATION**

*Friday, July 23, 2021; 10:30 a.m. – 11:30 a.m.*

*GUC Banquet Hall E*

Present: Stephanie Teichmiller; Chair, Melissa Long; Vice Chair, Chester McKinney, Sharon Harris, and David Sunseri

Absent: Lorri Glover, Derrick Mills and Robert Steele

Others Present: none

Staff Liaison: Barbie Terry

The meeting was called to order at 10:30 a.m. by Stephanie Teichmiller, Chair. A welcome was extended by Chair Teichmiller. Chair Teichmiller presented the minutes from the March 12, 2021 meeting to the committee. The minutes were passed as presented. Chair Teichmiller then turned the meeting over to Ms. Barbie Terry for an Office of Advancement update.

Ms. Terry shared the Advancement update starting with an update on year to date tracking of goals. Member David Sunseri asked about goal setting and how large unexpected gifts play into the equation. There was discussion around how the goal is set each year looking at a three-year trend and increasing ten percent. This also allowed conversation about annual vs major gift fundraising in relation to donor passion and timing and portfolio management. The group discussed the importance of unique donors as well as the upcoming annual giving calendar and the adjustments allowing for more impact opportunities. Ms. Terry shared the most recent results of the partnership with FreeWill along with upcoming outreach initiatives. Next, Ms. Terry shared about the naming event for the Presidential Mentors Academy named by our own Kevin and Kathy Haslam. This was an opportunity to discuss the current naming policy. Last, Ms. Terry gave an update on other upcoming events which included the webpage for the Year of the UNA Woman and an update on Women of Influence. There was meaningful conversation around how all members of the UNA family can be involved with Women of Influence and help with this engagement initiative to bring women to campus to learn more about the philanthropic areas of campus that can be supported, including best and brightest and not just needs based.

Following the Office of Advancement Update, Member Chester McKinney asked for an update on the data scrub. Ms. Terry shared that the Office has partnered with HEP Data and the scrubbed data was returned to the office this week. A couple of the members expressed concern over how long the process has taken and Member McKinney challenged the Advancement staff to utilize the updated information to visit with each constituent from the list he has provided.

The meeting adjourned at 11:30 a.m.